

General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu driven database system. The INTERNET address of GSA Advantage! is:

www.GSAAdvantage.gov

Schedule Title:

Advertising & Integrated Marketing Solutions

FSC Group: 541

Contract Number: [GS-23F-0121J](#)

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at: fss.sa.gov

Contract Period:

September 27, 1999 – September 30, 2014

Offices:

Ronald Reagan International Trade Center

1300 Pennsylvania Avenue, NW (7th floor) Washington, DC 20004

Telephone: (202) 204-3025

Fax: (570) 402-3453

9257 Business Rt 209

Stroudsburg, PA 18360

Telephone: 202 465 0009

Fax: (570) 420-8770

Small Disadvantaged Business
(SDB), 100% Woman-Owned Latina

Gallagher & Gallagher, Inc.

www.gallagherworldwide.com

Contract Administrator:

Daisy Gallagher

9257 Business Rt 209

Stroudsburg, PA 18360

Telephone: 202 465 0009

Fax: (570) 420-8770

Email: ceo@gallagherworldwide.com

gallagher & gallagher

Company History

Gallagher & Gallagher, Inc. is recognized worldwide for its award-winning, full-service marketing, media and public information services. Our specialty lies in our strategic marketing, branding and public outreach campaigns. Simply put, Gallagher & Gallagher, Inc. delivers your message like no one else can.

Because of our unparalleled achievements, Gallagher & Gallagher, Inc. was honored to be the very first company in the Commonwealth of Pennsylvania and the first of only 20 firms in the United States to receive Federal Supplier Status under the Advertising and Integrated Marketing Solutions (AIMS) schedule. Today, as always, the Gallagher & Gallagher, Inc. team continues to lead the industry and set the standard that other firms only hope to match.

At Gallagher & Gallagher, Inc., our core philosophy is based on our creative people working together to get top results for you - but our team philosophy doesn't stop there. Our team includes you. It includes your customer base. We are all connected. Our goal is to keep you connected to your customers by defining a creative strategy that reaches them and delivers your message in the best, most cost-effective way. You are the experts on what you do, and we are the experts at telling your customers just how good you are.

When the marketing, media and public information schedule became available in 1999, we proved our commitment to that core philosophy when Gallagher & Gallagher became a proud industry commercial partner with the GSA. That doesn't happen to just any agency. We proved ourselves and won the trust of the GSA. Today, we continue our commitment as we provide quality service and the best value to our customer agencies and to the GSA.

At Gallagher & Gallagher, we value our work with government agencies. We recognize the importance of their functions and take pride in our contribution to fulfilling their mission. We respect the work you do, and have a profound belief that our strong partnerships with government agencies stem from the discipline, organization and respectful approach that each agency brings to projects. Your commitment to your mission reinforces our commitment to you.

We believe it is the fundamental responsibility of every person connected with our firm to put the interests of the client ahead of his or her own, and to serve them with integrity and competence. Delivering on that responsibility is how we have earned a worldwide reputation for living up to our promises and providing service to our customers that is unmatched by anyone, anywhere.

Here is a little more information about Gallagher & Gallagher, Inc.:

- Founded in 1990
- Offices located in Washington, DC & Pennsylvania
- Our manner of marketing and advertising for our clients and ourselves is designed to be educational, honest, enthusiastic, and compassionate.
- Our team's mission is to provide high-quality, affordable strategic marketing counsel to success-oriented businesses.
- Gallagher & Gallagher's creative professionals have proven experience in the fields of marketing, branding, public outreach, communications, and graphic design.

Our core values are:

- Integrity
- Honesty
- Teamwork
- Best Value
- Elated Customers

Strategic Marketing

Gallagher & Gallagher assists in the development of corporate and branding themes to support the strategic goals of our clients. Our first step in this process is to conduct a SWOT (Strength Weaknesses Opportunities and Threats) analysis. Using your strengths, we tailor a marketing plan and strategy that will bring you success. We then conduct an internal and external audit of stakeholders to identify the strengths/weaknesses of your products/services.

Gallagher & Gallagher also provides strategic and tactical marketing planning and management services. Research is the foundation for the success of these plans and Gallagher & Gallagher conducts the most thorough internal and external audits as part of the SWOT phase. This includes an in-depth analysis of market research, which allows us to identify your strengths and display them to your customers.

At the outset of any strategic project, the Gallagher & Gallagher team will determine the objectives based on the strategic plan. Research areas will include market analysis, including target audience and end-results, in addition to competitor data.

Gallagher & Gallagher develops and implements specific research methodologies including focus groups, surveys, and interviews with key personnel. We select the participants for the focus groups; provide logistical support, facilitation, and reporting methods. Surveys include a pre-study, pre-test, implementation, compilation, and analysis. Interviews require selection of target audience, the development of questions, a Gallagher & Gallagher marketing professional to conduct the interview, a recording system, the collection of data, and analysis.

The Gallagher & Gallagher team then uses its expertise and experience to compile and analyze all the data gained from these methodologies. We present the results to our clients and provide specific recommendations on implementing the marketing plan. Part of the analysis and interpretation of data generated by market research includes Return on investment (ROI) modeling. This information will serve as a basis for the evaluation of marketing investment. ROI modeling will include baseline measurements of current activity.

Benchmarking and Metrics

Gallagher & Gallagher determines performance measures based on market research and develops specific measures that are consistent with the marketing strategy. A detailed tracking system will be developed to ensure ROI performance standards are met.

Branding

Your brand is your identity. It's what makes you different from the others. But most of all, it creates customers who are loyal to you. Gallagher & Gallagher uses a comprehensive, consultative, and proprietary brand-development process that serves to unify, strengthen, and clearly convey existing brands. You may be happy with your identity, but just want to solidify your position in your market. This Brand Wash process acknowledges that a well-established brand often has different needs from an emerging brand—we see that our clients are not always looking to reinvent the wheel, merely to establish a new, clearer, and more fruitful direction. But, if you need a wheel reinvented, we can do that for you, too.

Our Brand Wash process is based on our years of experience and expertise in knowing what a brand is and how to strengthen its message. When thinking about your identity and what it means to you, it's important to remember several ideas:

1. A brand is one of your company's most valuable assets.
2. A brand is the sum of perceptions and promises made to the customer.
3. The goal of a brand is to create an emotional connection between a company and its clients.
4. A brand is not synonymous with positioning, messaging, marketing, advertising, PR, or communications—it's what allows companies to do these things well.
5. While marketing and advertising put a 'face' on the brand, every function of the company should fulfill on the brand promise.

Public Outreach

Simply stated, we reach the public with your message.

A brand and marketing plan is only as good as its implementation, and we put your plan into action by reaching out to your customers and demonstrating that you understand them. In turn, they will reward you with loyalty. Gallagher & Gallagher implements branding and strategic marketing initiatives through integrated communications that help us understand your customers and reach them with your message. Gallagher & Gallagher provides the services needed to build positive relationships with your customers, including, but not limited to:

- Conference/event planning
- Multimedia presentations
- Media relations
- Press releases
- Press conferences
- Sponsorships
- Web design & multimedia
- Script writing
- Radio & TV commercials
- Copywriting, layout & graphic design
- Video production
- Identity packages
- Print advertisements & media placement
- Printing
- Direct mail

Daisy Gallagher Founder and CEO

Ms. Daisy Gallagher is the CEO and Founder of Gallagher & Gallagher, Inc. and has more than 25 years experience in business and marketing communications. In 2010, Gallagher & Gallagher, Inc. will celebrate its 20th year in business. For 15 of those 20 years, Ms. Gallagher has been the lead on government initiatives for her company. Since 1999 her company has been a GSA industry partner and considered one of the more proactive and successful small business government contractors on schedule.



She has worked with (and currently works with) numerous agencies on initiatives, including the United States Department of Defense, Army, SOCOM, Navy, Air Force, Veterans Administration and the White House,

the General Services Administration, Alcohol Tobacco and Firearms, Postal Inspection Services, Department Of Energy, and others. Gallagher & Gallagher, Inc. presently works on public outreach and public education initiatives, "green" conference (training) logistics management, and recruitment branding campaigns. Gallagher & Gallagher holds two GSA schedules one for all areas of integrated marketing. The firm is a certified Woman Owned Business and 100% woman owned. It is a certified SBA HUBZone business concern.

Ms. Gallagher is a Facility Security Officer with Secret Level Clearance. She has received numerous recognitions including the prestigious International Artemis Award, Named One of the Top Five Women Businesses in Nation by U.S. Small Business Administration, Named Best 50 and Top 25 Women in Business by Pennsylvania Department of Community and Economic Development. She was also named U.S. Small Business Administration Small Business Person of the Year, University of Scranton SBDC Woman Entrepreneur of the Year, Greater Pocono Chamber of Commerce Citizen of the Year, Working Woman Entrepreneur of the Year, Women In Communication SARAH Award for Public Relations, and her firm earned the Public Relations Society Overall Excellence Award for two consecutive years for full government campaign initiatives. Ms. Gallagher was honored as a Paul Harris Fellow and Rotarian of the Year. Her company has earned numerous citations from the Senate and House Representative for business growth and community involvement. The firm has also received national awards in every category of its industry over its long stance in business. Ms. Gallagher is a Speaker and the author of the "Government Contractor's Resource Guide" which has been used as a tool by both small business and government alike, making the pages of FORBES and Businessweek. Ms. Gallagher was appointed by the White House and unanimously confirmed by Congress to serve on the GSA Federal Small Business Advisory Committee. On numerous occasions she is invited to speak on Best Practices by the GSA and SBA. Ms. Gallagher has been a subject matter expert speaker on branding and government contracting internationally at the foreign ministry in Athens Greece. She has used her advanced project management skills and education as lead executive manager successfully overseeing international and national event logistics management for customers.

Ms. Gallagher has led or served as a member of delegations representing the National HUBZone Council, NSBA, and local and regional Chambers of Commerce, meeting with Congressional leaders and Cabinet officials to discuss important legislative issues affecting small business, including health care, and upholding legislation protecting HUBZone businesses and as a member of the National Association of Women Business Owners (NAWBO) and Women in Public Policy (WIPP), She plays a leading role in forging industry-government partnerships. She is a member of the National Government Communicators is a charter member of GSA's Industry Government Council (IGC) and a member of the IGC's steering committee, she helped develop the guidelines that will affect future public/private partnerships. Her certifications and educational background includes, Advanced Masters Project Management (IP), masters certificate in Project Management, post graduate certificates in Mastering Project Teams, Crisis Management, Finance/Budgeting and Leadership. In addition to her undergraduate in communications and business, she is also a graduate of the Institute of Literature, USDA Graduate School Executive Program, and attended Harvard Business School - branding/executive leadership, and has taught public relations and crisis management at the university level. Professional Affiliations Include; member of Professional Convention Management Association (PCMA), National Association of Government Communicators (NAGC), US Chamber of Commerce, DC Chamber of Commerce, Greater Pocono Chamber of Commerce, Women Impacting Public Policy (WIPP), American Marketing Association (AMA), International Affiliation of Advertising Agencies, The Public Relations Society of America (PRSA), and European American Woman's Council (EAWC). Minority Business Roundtable (MBRT), GWHCC (Greater Washington Hispanic Chamber of Commerce).



Highlights

Respected seasoned professional and business leader in the marketing communications industry for more than 27 years – oversees, implements and leads award winning public outreach and recruitment branding campaigns – 2010, celebrating 20 years as the CEO of Gallagher & Gallagher, Inc., a multiple national/international award winning firm – more than 18 years of government initiative experience and considered one of the more successful industry partners on GSA schedule, recertified for the third consecutive term extended through 2014 for GSA AIMS schedule - holds advanced certifications in project management along with other relevant experience and educational/certifications pertinent to marketing, public relations, crisis management, business, leadership, leading teams, logistics – educator in public relations and marketing strategies –retained by customers Sr. Subject Matter (and requested as Keynote Speaker) in the areas of government contracting, branding, media & communications – secret level clearance and facility security officer – fluent in Spanish

Core competencies

Recruitment branding facilitator –Leadership -Market Research - Program Implementation – Time Management – Quality Assurance - Crisis Management Trainer – Public Education & Affairs – Published Author – Keynote Presenter – Creative Development – Executive Decision Making – Ability to pull (people around the table) and work with different groups – Information Exchange – Program Management - Negotiations – Educator – Trainer -- Bi-Lingual – Executive Manager

Certifications/Educational Background

Villanova University Advanced Masters Project Management(IP), Masters Certificate in Project Management, Post Graduate certificates in Mastering Project Teams, Crisis Management, Finance/Budgeting and Leadership. CUNY/Hunter undergraduate in communications and business, Graduate of the Institute of Literature, USDA Graduate School Executive Program, Harvard Business School – branding/executive leadership, Educator, University Level: Public Education/Community Relations, Trainer: Crisis Management, Branding

Community Service & Professional Recognitions:

- One of the Five Top Woman-Owned Businesses and Woman Entrepreneurs, U.S. SBA, 2005
- Best 50 Women in Business, Pennsylvania Dept of Community and Economic Development, 2005
- Rotary Club of Stroudsburg, Rotarian of the Year 1994
- Paul Harris Fellowship Award of the Year 1999
- U.S. SBA Philadelphia Region, Small Business Person of the Year 2000
- The University of Scranton Small Business Development Center, Woman Entrepreneur of the Year 2002
- Pocono Mountains Chamber of Commerce, Citizen of the Year 2002
- United Way of Monroe County, Volunteer of the Year 1997
- Women in Communications Philadelphia Chapter, Sarah Award for Public Relations 2000
- Working Woman Entrepreneur of the Year New York City Region Nominee 2001
- Gottleib Award for Creative Writing
- Long Island Star journal's journalism Award
- Numerous citations from Commonwealth of Pennsylvania senators and house representatives for her business-growth and community-involvement

Professional Affiliations:

- National Association of Government Communicators (NAGC)
- Executive Committee, Chamber of Commerce
- United States Chamber of Commerce
- Washington DC Chamber of Commerce
- Pocono Mountain Chamber of Commerce
- Scranton Chamber of Commerce
- The Public Relations Society of America (PRSA)
- American Marketing Association (AMA)
- International Affiliation of Advertising Agencies (IAAA)
- United Way Board
- National Association of Women Business Owners (NAWBO)
- Women Executives, Inc. (WE, Inc.)
- National Affiliation of Female Executives (NAFE)
- Women Impacting Public Policy (WIPP)
- European American Woman's Council (EAWC)
- Better Business Bureau

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"To be the best in the industry, we must continue to raise the bar, give our clients more than they paid for, more than they asked for; we must put their needs ahead of our own – we must realize that their success is our success." ~Daisy Gallagher, Founder and CEO

Testimonials from our clients

We are honored to receive these and many other kind words from our clients, colleagues, and government leaders.

"In a word, you [Gallagher & Gallagher] ROCK!!!"

D.B., Deputy Chief Communications Division,
Bureau of Economic Analysis.

"This was my first experience working with an agency such as Gallagher and Gallagher, and developing an agency brand for the Inspection Service. This project has been great every day since day one. Gallagher and Gallagher has set the standard that I will measure every other company against. It has truly been my pleasure to work with [Gallagher & Gallagher]."

T.W., Inspector, United States Postal Inspection Service.

"I have found that the Gallagher & Gallagher team provides an excellent range of professional services to their clients. The Gallagher & Gallagher team is also flexible and responsive to their client's needs."

D.L, Program Manager, Office of Personnel Management

"Gallagher and Gallagher is extremely responsive, flexible and knowledgeable. Its staff's can-do approach and willingness to problem-solve has aided us tremendously throughout the entire process. We are looking forward to working with Gallagher and Gallagher on the next phase of the project."

R.j., PENNDOT

"Gallagher & Gallagher has never failed to exceed our expectations."

L.L., Aventis Pasteur

"You did an amazing job coordinating this project under far less than ideal circumstances."

D.P., GSA-PBS, Washington, DC

"The honesty, keen attention to detail, and creative ideas of the folks at Gallagher & Gallagher have been an incredible asset!"

G.W., US General Services Administration, PBS,

"Your time, effort and support are truly appreciated and your commitment allowed our conference to be a fabulous success."

J.W., Director, US General Services Administration,
New York, NY

"I have worked on many projects with numerous advertising agencies during the past 20 years and your commitment to providing excellent customer service is among the best I have ever experienced."

J.B., East Stroudsburg University of Pennsylvania

"We were impressed with the way your agency turned around our placement in such a short period of time."

Chief P., US Naval Recruitment, San Diego, CA

"The firm treats its assignments as a personal commitment to the Monroe County community, always striving to make the area a better place to live and work."

D.D., Monroe County Municipal Waste Management Authority

"The SBA's Philadelphia District Office is honored to recognize and pay tribute to a firm who has shown financial strength, innovativeness of service and contributions to community-oriented projects."

T. T., Director, US Small Business Administration,
Philadelphia Office

"The Sarah Award recognizes professionals who have made outstanding contributions in their fields of communications, have contributed to the advancement of women in the workplace and have had a strong commitment to community service."

M.K., President, Philadelphia Chapter Women in Communications

"They are a hard-working agency committed to creating a high-quality end-product."

S. B., U.S. General Services Administration,
Arlington, Virginia

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Contract # GS-23F-0121J**1.a Awarded Special Item Numbers**

SIN 541-1	Advertising Services
SIN 541-2	Public Relations Services
SIN 541-4A	Market Research and Analysis
SIN 541-4B	Video/Film Production
SIN 541-5	Integrated Marketing Services
SIN 541-3	Web Marketing Services
SIN 541-4D	Conference Events and Trade show Planning Services
SIN 541-4E	Commercial Photography Services
SIN 541-4F	Commercial Art and Graphic Design
541-1000	Other Direct Costs

Contract # GS-23F-0121J – Description

1.b Labor Categories (below)

1.c Labor Descriptions (below)

2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area): Worldwide
5. Point(s) of production:
Ronald Reagan International Trade Center
1300 Pennsylvania Avenue, NW
(7th floor) Washington, DC 20004

Stroudsburg Division
9257 Business Rt 209
Stroudsburg, PA 18360
6. Discount from list prices or statement of net prices: Prices are NET
7. Quantity discounts: 1% for orders exceeding \$500,000.00
8. Prompt Payment terms: 2%-20 days, NET 30

- | | | |
|------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9a. | Notification whether Government purchase cards are accepted at or below the micro-purchase threshold. | Yes |
| 9b. | Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. | Yes |
| 10. | Foreign items: | Not Applicable |
| 11a. | Time of Delivery: | To be negotiated at the task order level |
| 11b. | Expedited delivery: | Please call
202 465 0009
for rates and more
information |
| 11c. | Overnight and 2-day delivery: | Please call
202 465 0009 for
rates and more
information |
| 11d. | Urgent Requirements: | Please call
202 465 0009 for
rates and more
information |
| 12. | F.O.B point(s): | Washington DC,
Pennsylvania |
| 13a. | Ordering address(es): | 1300 Pennsylvania Avenue, NW (7th
floor) Washington, DC 20004

9257 Business Rt 209
Stroudsburg, PA 18360 |
| 13b. | Ordering Procedures: | For supplies and services, the
ordering procedures, information
on blanket purchase agreements
(BPA's), and a sample BPA can be
found at the GSA/FSS schedule
homepage
(fss.gsa.gov/schedules). |

14.	Payment address:	9257 Business Rt 209 Stroudsburg, PA 18360
15.	Warranty provision:	Not applicable
16.	Export packing charges:	Not applicable
17.	Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level):	Not applicable
18.	Terms and conditions of rental, maintenance, and repair:	Not applicable
19.	Terms and conditions of installation:	Not applicable
20.	Terms and conditions of repair parts:	Not applicable
20a.	Terms and conditions for any other services:	Not applicable
21.	List of services and distribution points:	Not applicable
22.	List of participating dealers:	Not applicable
23.	Preventative maintenance:	Not applicable
24a.	Special attributes such as environmental attributes:	Not applicable
24b.	If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details and be found:	Not applicable
25.	Data Universal Number System (DUNS number):	836630640
26.	Notification regarding registration in Central Contract Registration (CCR) database:	Registered, 09/13/06

1b. Awarded Price

Labor Category	GSA Price	Unit	GSA Discount
Account Coordinator	\$65.57	Hour	37%
Account Executive	\$92.87	Hour	38%
Art Director	\$65.57	Hour	38%
Copywriter	\$92.87	Hour	38%
Script Writer	\$92.87	Hour	38%
Technical Writer	\$92.87	Hour	38%
Creative Director	\$114.71	Hour	39%
Graphic Designer	\$76.49	Hour	49%
Media Director	\$92.87	Hour	38%
Media Planner	\$92.87	Hour	38%
Media Supervisor	\$92.87	Hour	38%
Project Director	\$162.24	Hour	31%
Publicity Director	\$92.87	Hour	38%
Public Relations Coordinator	\$65.57	Hour	37%
Public Relations Specialist I	\$65.57	Hour	37%
Public Relations Specialist II	\$76.49	Hour	37%
Public Relations Specialist III	\$92.87	Hour	38%
Marketing Coordinator	\$65.57	Hour	37%
Market Research Analyst I	\$65.57	Hour	37%
Market Research Analyst II	\$76.49	Hour	37%
Market Research Analyst III	\$92.87	Hour	38%
Research Director	\$92.87	Hour	38%
Certified Meeting Planner	\$92.87	Hour	38%
Conference/Events Coordinator	\$65.57	Hour	37%
Exhibit Display Coordinator	\$65.57	Hour	37%
Audio Visual Technician	\$65.57	Hour	37%
Traffic Manager	\$65.57	Hour	37%
Production Manager	\$65.57	Hour	37%
Director	\$92.87	Hour	38%
Video Director	\$92.87	Hour	38%
Executive Manager	\$234.00	Hour	10%
Program Manager I	\$117.52	Hour	23%
Sr. Communications Consultant	\$127.92	Hour	18%
Subject Matter Expert	\$158.08	Hour	16.5%
Programmer	\$109.20	Hour	28.5%
Web Designer	\$76.49	Hour	49%

The logo for Gallagher & Gallagher, featuring the company name in a stylized, cursive script font.

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SIN 541-1000 Other Direct Costs

Item	Description	Cost
Photography	Both location and stock photography are campaign-specific and will be quoted on an as-needed basis	
Bulletins	Month	\$35,000.00
Wall Murals	Month	\$25,000.00
30-Sheet Posters	Month	\$2,000.00
8-Sheet Posters	Month	\$2,290.00
Wrapped Posters	Month	\$2,500.00
Street Furniture		
Bus Shelters	Unit/Month	\$1,000.00
Transit		
Buses	Month	\$4,000.00
Billboard, Outdoor Media Production Costs		
70 lpi Forma Flex Vinyl	Square Foot	\$2.10
70 lpi Forma Bond	Square Foot	\$2.30
300 lpi Forma Flex Vinyl	Square Foot	\$2.30
300 lpi Forma Bond	Square Foot	\$2.50
Vehicle Flex Wrap	Square Foot	\$8.00
Taxi Top Advertising in 26 Top Markets, including the nation's Top 10 markets		
25 Showing/Monthly		\$402,100.00
50 Showing/Monthly		\$804,200.00
75 Showing/Monthly		\$1,206,300.00
Spot Market, 25 Showing/Monthly		\$61,250.00
Spot Market, 50 Showing/Monthly		\$122,500.00
Spot Market, 75 Showing/Monthly		\$183,750.00
Taxi Top Advertising Production Costs (minimum order of 10)	Unit	\$44.80
Targeted email campaign	Based on rich-media campaign, targeted to 5 million recipients. Includes Rich-media creative/conversion; email deployment tracking, and reporting; target list acquisition and media buy.	\$250,000.00
Movie Screen Advertising		\$1,080,000.00
Movie Screen Advertising	Rolling Stock (Commercials), running a four-week campaign during peak season (7/2 - 8/5) in 200 DMAs, reaching approximately 95 million persons.	\$5,590,750.00



Item	Description	Cost
30 Second TV Commercial for Use in Movie Theaters	Based on 10 days of pre-production and two 12-hour location days. Includes pre-production and wrap costs; shooting crew labor; location and travel expenses; props, wardrobe, and animals; studio and set production costs; equipment costs; tape stock; miscellaneous; Director creative fees; insurance; production fees; talent costs and expenses; editorial and finishing.	\$376,300.40
Production of One 30 Second TV Commercial	Based on 10 days of pre-production and two 12-hour location days. Includes pre-production and wrap costs; shooting crew labor; location and travel expenses; props, wardrobe, and animals; studio and set production costs; equipment costs; tape stock; miscellaneous; Director creative fees; insurance; production fees; talent costs and expenses; editorial and finishing.	\$376,300.40
Production of One 30-Second Radio PSA	Including Production, Casting, Talent, Editing, Music Rights, Transcription of one 30-Second Radio PSA	\$158,583.66

Media Costs

Nationally-broadcast TV 30-second commercial	Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. These not to exceed national spot rates represent the most reliable information available as of 11/7/03.	
Network "not to exceed"	Per Unit Rate	\$473,500.00
Sports, Specialty	Super Bowl - Per Unit Rate	\$2,200,000.00
M-F Daytime	Unit Cost	\$25,500.00
Early News	Unit Cost	\$51,000.00
Prime Time	Average Cost Per Point	\$29,900.00
Late Night	Unit Cost	\$55,000.00

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Locally-Broadcast TV 30-Second Commercial	Broadcast media rates are typically based on a cost per point (CPP) or cost per thousand (CPM) basis and vary. The “not to exceed” local spot market rates represents the most reliable information available as of 11/7/03.	
Early Morning	Unit Cost	\$1,000.00
Morning	Unit Cost	\$2,500.00
Afternoon	Unit Cost	\$1,800.00
Early Fringe	Unit Cost	\$12,000.00
Early News	Unit Cost	\$5,500.00
Access	Unit Cost	\$12,000.00
Prime Time	Unit Cost	\$33,000.00
Late News	Unit Cost	\$7,500.00
Late Fringe	Unit Cost	\$7,500.00
Sports	Unit Cost	\$65,000.00
Cass Certification		\$7.00
Pre-Sort	Up to and including manual sort of customer-supplied labels	\$50.00
Inkjet Addressing		\$26.00
Insertion	Pre-folded standard 8.5” x 11” material into #10 envelope	\$30.00
	Pre-folded material into 6” x 9” envelope	\$33.00
	Flat 8.5” x 11” material into 9” x 12” envelope	\$88.00
	Specialty - Up to and including insertion of samples or like items into 18” x 12” x 4” boxes	\$3,500.00
Data Services	Elimination of duplicate addresses, national change of address, production of bar-coded Cheshire labels	\$28.00
Personalized Laser Letter	Production of name-personalized letter based on list	\$80.00
Mail Matching	Insure placement of personalized letter into appropriate envelope	\$30.00
Hand Folding	Where necessary	\$30.00
Tabbing		\$16.00

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ic. Labor Category Descriptions

Account Coordinator

Account Coordinators are responsible for Organizing account activity. They coordinate scheduling and promotions to ensure client satisfaction and project completion. They also assist Account Executives in maintaining and nurturing client relationships. A Bachelors degree is preferred with 1 year of field experience.

Account Executive

Maintains relationships and favorable contacts with current and potential advertising accounts. Targets potential advertising clients and develops relationships in order to acquire new advertising accounts. May require a bachelor's degree and at least 3 years of experience in the field or in a related area with a high volume of sales. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

Art Director

Duties include the development of product branding. Designs visually appealing ads for product or service that will appeal to the target audience. Answers to top management. Interacts with various managers. A bachelors degree and at least 5 years of experience in the graphic arts field or in a related area are required. Familiarity with MAC and Quark is helpful. Creativity and ability to meet deadlines are essential. Multi-task position requires flexibility and ability to juggle projects. Supervises a staff of graphic artists. Works under a department/unit head.

Copywriter

Writes, proofreads, and edits copy brochures/print and other forms of documents. May assist in estimating production costs, overseeing work done by external suppliers, and preparation of the marketing program. Requires a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures.

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Script Writer

Writes scripts for motion pictures or television: Selects subject and theme for script based on personal interests or assignment. Conducts research to obtain accurate factual background information and authentic detail. Writes plot outline, narrative synopsis, or treatment and submits for approval. Responsible for script development, revisions, and other changes. Writes one or more drafts of script. May work in collaboration with other writers. May adapt books or plays into scripts for use in television or motion picture production. May write continuity or comedy routines. May specialize in particular type of script or writing.

Technical Writer

Writes a variety of technical articles, reports, brochures, and/or manuals for documentation for a wide range of uses. May be responsible for coordinating the display of graphics and the production of the document. Requires a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

Creative Director

Responsible for directing audience promotions and advertising. Assists with audience research. Requires a bachelor's degree with at least 7 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

Graphic Designer

Uses knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets such as websites and CD-ROMs. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization. May require a bachelor's degree or its equivalent and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A great deal of creativity and latitude is expected.

Media Director

Responsible for leading team of Media Planners and Buyers. Oversees research, development, and implementation of media plans. Negotiates client projects and develops client relationships. Ensures client budget and target audience is met. Requires a bachelor degree and at least 5 years of experience in the field or in a related area. Familiar with a variety of the fields concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

Media Planner

Responsible for research and development of media plans, identifying target audiences and ideal outlets. Recommends media mix and frequency as appropriate to client budget and objectives. Requires a bachelors degree and 2-4 years experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor.

Media Supervisor

Responsible for overseeing and guiding research and development of media plans, identifying target audience and ideal media outlets. Approves media mix and frequency as appropriate to the client budget and objectives. Requires a bachelors degree and at least 5 years experience in the field or in related area. Familiar with a variety of the fields concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A degree of creativity and latitude is expected. Typically reports to manager or head of a unit/department.

Project Director

Directs, supervises, and governs corporate projects. Reviews proposals to determine costs, timeline, funding, staffing requirements, and goals. Oversees the work of project managers and their project teams. May require a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

Publicity Director

Directs and implements a company's public relations strategies. Manages media relations, announcements, editorial placement, and speaking opportunities. Develops press releases, white papers and supporting materials. Requires a bachelor's degree and at least 7 years of public relations experience with software and internet products. Generally manages a group of public relations professionals. Relies on experience and judgment to plan and accomplish goals. Typically reports to an executive.

Public Relations Coordinator

Has some knowledge of media relations and the communications field. May require a bachelor's degree in a related area and 0-2 years of experience in the field or in a related area. Assist Public Relations Specialists.

Public Relations Specialist I

Prepares and disseminates information regarding an organization through newspapers, periodicals, television and radio and other forms of media. May require a bachelor's degree in a related area and 0-2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Primary job functions do not typically require exercising independent judgment. Works under immediate supervision; typically reports to a supervisor or manager.

Public Relations Specialist II

Prepares and disseminates information regarding an organization through newspapers, periodicals, television and radio and other forms of media. Requires a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A certain degree of creativity and latitude is required.

Public Relations Specialist III

Prepares and disseminates information regarding an organization through newspapers, periodicals, television radio, and other forms of media. Requires a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. May direct and lead the work of others. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

Marketing Coordinator

Coordinates and implements marketing communication projects with responsibilities that include public relations, special events management, advertising, and creating brand awareness. Organizes the preparation of proposals and presentations using marketing resource materials such as brochures, data, slides, photographs, and reports. Prepare status reports on marketing efforts. May require a bachelor's degree in area of specialty and 0-2 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

Market Research Analyst I

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Requires a bachelor's degree, and 0-2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a supervisor or manager.

Market Research Analyst II

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Requires a bachelor's degree and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A certain degree of creativity and latitude is required.

Market Research Analyst III

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Requires a bachelor's degree and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May report to an executive or a manager. A wide degree of creativity and latitude is expected.

Research Director

Oversees long-term research program area. Heads development of strategic and integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including technical research and market positioning. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Certified Meeting Planner

Responsible for all aspects of planning a meeting or special event for an organization. Responsible for all amenities and accommodations at the event as well as any associated contract negotiations. May require a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

Conference/Events Coordinator

Compiles lists of individuals or groups requesting space for activities in business establishment or institution and schedules needed facilities: Consults charts and records to determine space availability for dates and times requested. Determines suitability of space for requested activities, such as sales meetings, lectures, film screenings, musical programs, and laboratory work, and assigns conference rooms, lecture halls, and other facilities. Notifies program participants of location assigned. Maintains schedules and records of available space, space used, and cancellations. May requisition needed equipment, such as audiovisual aids, music stands, and additional seats. May arrange for cleaning of rooms after use. Typically reports to a supervisor or manager.

Exhibit Display Coordinator

Responsible for design, layout, cost estimates, and construction of exhibits and displays. Evaluates displays to determine effectiveness and identifies potential areas for improvement to ensure display objectives are met. May require an associate's degree and 0-2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a supervisor or manager.

Audio Visual Technician

Responsibilities include setting up and adjusting audio-visual equipment, performing routine maintenance, and assisting in editing tapes. An associate's degree or its equivalent is required, as well as 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A certain degree of creativity and latitude is expected.

Traffic Manager

Develops and maintains transportation and distribution procedures to maximize delivery efficiency. Selects appropriate delivery methods to minimize delivery costs and maximize customer satisfaction. May require a bachelor's degree with at least 7 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Manages a staff of personnel and typically reports to a senior manager.

Production Manager

Schedules and ensures proper utilization of organization's facilities and personnel for production. Must perform work within strict media deadlines. Consults with directors to determine most efficient execution of production design including staging and lighting environment. May require a bachelor's degree in area of specialty and at least 8 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit! department.

Video Director

Oversees and develops multi-faceted video mediums. Heads development of strategic integrated visual product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of visual communications and graphic services.

Executive Manager

Provides oversight for multiple client engagements by managing several multi-faceted programs and creating overarching vision. Is responsible for overseeing an integrated management structure, which evaluates overall performance. Meets with government program manager to discuss performance, initiatives, and priorities.

Program Manager I

Strategically manages multi-faceted program, developing product and service vision. Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance. Manages subcontractor and program financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Sr. Communications Consultant

Oversees multi-faceted communications program area. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of media and legislative support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Subject Matter Expert

Oversees multi-faceted program area. Heads development of strategic integrated subject matter product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of subject matter support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Programmer

Reviews, analyzes, and modifies programming systems including encoding, testing, debugging and documenting programs. May require an associate's degree in a related area and 0-3 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a project leader or manager.

Web Designer

Designs and constructs web pages/sites including incorporating graphic user interface (GUI) features and other techniques. Maintains and provides ongoing design of the website, promos and ad banners, seasonal content specials and custom chat launcher design for partners. May require a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a manager. A certain degree of creativity and latitude is required.